

QUARTERLY REPORT¹
DESIGNATED DRIVER PROGRAM II
OCTOBER – DECEMBER 2009

PROJECT IDENTITY

AL0845.

PERFORMANCE MEASURES

In compliance with OTS guidelines, this report is identified as covering a conventional calendar quarter. However, because of difficulties associated with gathering data consistent with the report time frame, some data may reflect a period other than the conventional calendar quarter. If this is the case, the reporting period has been identified.

GOAL:

To reduce the number of DUI driver-at-fault fatal traffic collisions caused by men between the ages of 21 and 34 within CHP jurisdiction statewide by 1.5 percent from the 2006 calendar-year baseline total of 209 to 206 by August 31, 2010.

Progress: Unknown. Data unavailable for current reporting period.

Since AL0845 contains no funding for enhanced enforcement, grant activities focus upon public education and awareness to achieve the desired goal. A paid media campaign, airing a public service announcement (PSA) created for and directed to the targeted audience, is being aired. Public Information Officers (PIO)'s continue to make safety presentations and distribute educational materials at appropriate venues statewide.

¹ As appropriate, this report reflects any revisions to the project agreement approved by the Office of Traffic Safety (OTS). Also, significant changes (in either content or format) to the previous report will be indicated by gray shading (or by yellow highlighting if the report is printed in color). The first quarterly report submitted for a project will contain no shading/highlighting.

**DUI DRIVER-AT-FAULT COLLISIONS
MALE AGE 21 – 34, WITHIN CHP JURISDICTION
(ISU Data Set Job #700707²)**

Period	Baseline	Goal	Actual ³	# (+ or -) Diff. from Baseline	% (+ or -) Diff. from Baseline ⁴
Sep 2009	18	18			
Oct 2009	17	17			
Nov 2009	18	17			
Dec 2009	17	17			
Jan 2010	18	17			
Feb 2010	17	17			
Mar 2010	18	17			
Apr 2010	17	17			
May 2010	18	17			
Jun 2010	17	17			
July 2010	17	17			
Aug 2010 (Grant Ending Date)	17	18			
TOTAL	209	206			

² Each set of official Statewide Integrated Traffic Records System (SWITRS) data provided by the Information Services Unit (ISU) within Information Management Division (IMD) is initially assigned a data set job number for tracking purposes and to ensure consistency in data reporting. Any subsequent requests for identical data should specify the data set job number in order to facilitate ISU's processing of the request. SWITRS database queries by individuals *outside* ISU will not be assigned a data set job number since ISU did not provide the data. Therefore, if a data set job number does not appear in a table title, the data was not provided by ISU, but rather through an individual's query of the SWITRS database.

³ Official Statewide Integrated Traffic Records System (SWITRS) data is normally available within approximately six to ten months after the end of each reporting period.

⁴ Figures are rounded to the nearest tenth of a percentage point and indicate overall project performance through the end of the reporting period compared to the baseline averages through the end of the same period.

OBJECTIVES:

1. **To incorporate the existing DDP basics into a specialized anti-DUI program focusing on men between the ages of 21 and 34 in a statewide educational campaign by September 30, 2008.**

Progress: Not Accomplished. Deadline Missed.

The development and approval of the DDP2 logo and PSA were significantly delayed due to budget issues and extended approval processes. As a result, the DDP2 anti-DUI program and educational campaign were not developed prior to the September 30, 2008, deadline.

The DDP2 logo, PSA, and English and Spanish language radio spots have been completed and approved by CHP and OTS. PIOs from each Division and Area attended a formal DDP2 program training on March 17, 2009. The program operations plan and overtime allocations were distributed to each Division and Area PIOs at that time. The DDP2 educational campaign is currently available and is actively being presented by PIOs throughout the state at various community events, as they occur, within each of their respective geographical locations.

The DDP2 educational campaign is being actively presented by PIOs throughout the state.

2. **To present an effective anti-DUI media campaign to men between the ages of 21 and 34 throughout California by August 31, 2010.**

Progress: On Schedule

The media campaign currently consists of paid media, primarily television airings of the 30-second DDP2 PSA, and donated airtime. The video PSA was created based on feedback from multiple focus groups and was specifically targeted to the grant's target group of males ages 21 through 34. In addition to the 30-second video PSA, a 15-second video PSA and a 30-second radio PSA are also available for use throughout the state. The radio PSA is available in English and in Spanish.

On September 23, 2009, the Office of Community Outreach and Recruitment (OCOR) met with the Office of Media Relations (OMR) to discuss and coordinate final arrangements for the issuance of a formal media release and press conference, promoting the DDP2 campaign. The media release and press conference is scheduled for October 29, 2009.

A media release was issued and a press conference was held on October 29, 2009, in Sacramento, CA. Similar press conferences were held at various Division locations throughout the state. Attending news outlets were provided copies of the DDP2 video and radio PSAs.

3. To contract for necessary support services as detailed in the Schedules B and B-1 by December 31, 2007.

Progress: Accomplished.

A departmental contract for media services was approved on November 28, 2007. tmdgroup, Inc. is the new contractor.

4. To select through coordination with the contracted media firm and requisition through coordination with GMU necessary support, educational, and promotional items for participating commands by June 30, 2008.

Progress: Not Accomplished. Deadline Missed.

The deadline was missed due to a restriction placed by the Governor's Office on the purchase of promotional items. This restriction was not lifted until June 12, 2008. This restriction made timely procurement of grant-funded promotional items impossible. Promotional items have been identified, and a purchase order has been generated for 30,000 tire pressure gauges, with an estimated delivery date of December 2009. The tire pressure gauges will be distributed statewide by PIOs at community events.

Tire pressure gauges have been developed, approved, and ordered. Production is complete and they are currently being shipped. In addition, a new educational pamphlet is being created.

5. To receive and distribute necessary support, educational, and promotional items to participating commands by September 30, 2008.

Progress: Not Accomplished. Deadline Missed.

Refer to Objectives 1 and 4. On March 17, 2009, OCOR met with each of the Division and Area PIOs and presented a formal DDP2 program training. DDP2 operational plans and overtime allocations were distributed to each Division and PIO. As promotional and educational items become available, they will be distributed statewide.

Pre-existing educational materials have been distributed to each Division for distribution at various community events. OCOR is anticipating the arrival of promotional tire pressure gauges, which will be distributed to each Division as well.

- 6. To develop, publish, and distribute to all eight field Divisions an operational plan⁵ establishing the policies for project implementation by September 30, 2008.**

Progress: Not Accomplished. Deadline Missed.

The Operational Plan was approved and ready to be distributed prior to the deadline date. However, due to departmental policy, a 60-day lead-time was needed prior to conducting the prerequisite train-the-trainer course, essentially causing the implementation date to be postponed until after the deadline. Operational Plans, copies of the PSA, and overtime allocations were distributed to each Division and Area PIO in March 2009.

OPERATIONAL PLAN

Development Due Date	Date Developed	Date Issued
9/30/08	07/01/08	03/17/09

- 7. To conduct a statewide educational DDP2 campaign by August 31, 2010. Educational and promotional items will be produced and distributed at appropriate venues and events.**

Progress: On Schedule.

Refer to Objective 4.

EDUCATIONAL / PROMOTIONAL ITEMS

Description	Date approved	Date Distributed	Venue
	__/__/__	__/__/__	

⁵ The operational plan will contain a strategic distribution of allocated overtime hours. Although this project contains no overtime hours for enforcement, other current grant projects do contain such hours. This project is intended to augment concurrent enforcement activities associated with those other projects.

MEDIA OBJECTIVES

1. To issue a media release announcing the kick off of the project by October 31, 2008.

Progress: Not Accomplished. Deadline Missed.

In response to the Governor's Executive Order S-09-08, which suspended all service contracts with the state, tmdgroup, Inc. was unable to work on the DDP2 PSA until after the release of the suspension on October 1, 2008. As a result, the production of the PSA was delayed, requiring the kick off media release to be delayed. An effective media campaign could not have been conducted without a finished product to present. The PSA has since been created and approved. A kick off media release and press event is being planned and is scheduled for October 29, 2009.

OCOR and OMR issued a media release and held a press conference on October 29, 2009, as planned. Press releases were sent to media outlets statewide.

KICK OFF MEDIA RELEASE

Media Release	Due Date	Date Sent to Grants Mgt. Unit (GMU)	Date Forwarded To OMR ⁶	Date of OMR Approval	Date Issued
#1	10/31/08	N/A	N/A	N/A	10/29/09

2. To produce an anti-drinking and driving media spot, in coordination with the contracted media firm, targeting men between the ages of 21 and 34 statewide and to present the spot prior to the November through December 2008 holiday period. If feasible, the media spot will also be linked with the CHP website.

Progress: Not Accomplished. Deadline Missed.

Due to production delays and the lengthy approval process of the DDP2 PSA, the media campaign was not aired until Memorial Day weekend, May 20-25, 2009. The campaign has continued to run throughout the state. Many non-paid spots have been run on various television networks. The PSA will be distributed to media in conjunction with the planned October 29, 2009, press release and media kick off event. OCOR has arranged for the DDP2 PSA to be posted on the public CHP website. The PSA has been available through the CHP website and on the YouTube website since September 2009.

The video and radio PSAs continue to air throughout the state.

⁶ OMR has responsibility for writing and issuing grant related media releases.

ANTI-DUI MEDIA SPOT

Due Produced	Date Forwarded To OMR	Date of OMR Approval	Date Distributed	Airing Began Date
12/12/08	03/01/09	04/08/09	05/17/09	05/20/09

3. To hold two news conferences during the project period to increase public awareness of the project and support for DDP2, the first to be held by October 31, 2008; the second by October 31, 2009.

Progress: Not Accomplished. Deadline Missed.

Refer to Objective 2. OMR, tmdgroup, Inc. and OCOR mutually agreed that a news conference should not be held until the PSA was produced. As a result, the news conference #1 due date was missed. After obtaining approval for the completed PSA, news conference #2 was planned for October 29, 2009. The planning and arrangements for the news conference are on track for its successful completion. At this point, there is no plan in place to reschedule news conference #1.

Press conference #2 was successfully held on October 29, 2009.

NEWS CONFERENCES

News Conference	Due Date	Date Accomplished
#1	10/31/08	N/A
#2	10/31/09	10/29/09

4. To use the following standard language in all press, media, and printed materials: *“Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.”*

Progress: On Schedule.

The standard language was used in the PSA.

The standard language was used in the press release as well as in the press conference material.

5. To submit resulting electronic media articles to the Office of Traffic Safety (OTS) Public Information Officer by e-mail at pio@ots.ca.gov and OTS Coordinator or fax printed clips to (916) 262-2960. Include publication name and date the article was published on all clips.

Progress: Not Applicable for current reporting period.

6. To describe and assess separately the effectiveness of paid/donated media airtime messages by providing:
- Number of paid/donated advertisements produced.
 - Subject of each advertisement.
 - Number of airings for each advertisement.
 - Approximate size of audience reached (total).
 - Total cost or donated value.
 - Conduct evaluation surveys, as appropriate.

Progress: On Schedule.

At the conclusion of the Grant, tmdgroup, Inc. will issue a final media report detailing the cumulative totals relating to media coverage provided by the grant.

PAID MEDIA (AIRTIME)

Buy/Air Date	Dollar Amount	Media Type	Reach (Demographics)	Message Type	Audience Size

7. To describe and assess separately the effectiveness of paid/donated printed messages, by providing:
- Number of paid/donated messages produced.
 - Subject of each message.
 - Number of printings for each message.
 - Approximate size of audience reached (total).
 - Total cost or donated value.
 - Conduct evaluation surveys, as appropriate.

Progress: Not Applicable for current reporting period.

The paid media campaign planned by tmdgroup, Inc. does not include printed messages.

GENERAL COMMENTS

As a direct result of Executive Order S-09-08, issued on July 31, 2008, by Governor Arnold Schwarzenegger, which suspended all spending and contracts statewide, the grant's activities fell well behind schedule. Consequently, deadlines throughout the grant were not met.

The new video PSA has been produced and approved. Distribution throughout the state for use by PIOs occurred in March 2009. An English language and a Spanish language radio spot have each been produced and approved. The media campaign began to air during Memorial Day weekend, May 20-25, 2009, and has continued to air throughout various markets in the state, in an ongoing media campaign. Paid media spots are supplemented by non-paid spots. In conjunction with the October 29, 2009, statewide press conference, OMR will issue a media release in an effort to seek donated airtime in those markets where advertising was not purchased. Tmdgroup, Inc. and OCOR are working closely to implement the paid media campaign as effectively as funding permits.

The DDP2 educational campaign is currently available and is being actively presented by PIOs throughout the state at various community events, within each of their respective geographical locations.

OVERTIME USAGE⁷

Position	Total Hours Budgeted	Hours Used Thru Current Report	Percentage Remaining	Usage On Schedule? (YES/NO)
Sergeant	333	132.5	60.2%	YES
Officer	3,972	2,168.0	45.4%	YES
AGPA/SSA	115	124.5*	-8.3%	NO
Graphics Support	20	0	100%	NO

* AGPA/SSA hours show an overage; however, due to varying salary rates, the line item dollar amount has not been exceeded.

⁷ Overtime use is reported for uniformed personnel through the Fair Labor Standards Act (FLSA) period ending 12/20/2009, and for nonuniformed personnel through the pay period ending 12/31/2009.